

**WPLW
102.5 - FM
HILLSBOROUGH, NC**

ISSUES AND PROGRAMS REPORT

FOR

STATION WPLW

**2nd QUARTER 2013
(April 1st – June 30th)**

Compiled by:
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of July 10, 2013 included:

EC-Economy
GR-Growth/Transportation/Roads
GA-Government Affairs
EG-Ethics in Government
ED-Education
EH-Environment and Health
POL-Political Affairs
MC-Minority Concerns
FY-Family and Youth
UE-Unemployment/Joblessness
NS-National Security

Carolina Newsmakers

2nd Quarter 2013

"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 and hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.

4/7/13

"INTERVIEW WITH ELLIS HANKINS", EXECUTIVE DIRECTOR OF THE LEAGUE OF MUNICIPALITIES

****ISSUES COVERED: CITIES AND TOWNS; NC GEOGRAPHY; STATE GOVERNMENT; NC STATE LEGISLATURE; STATE BUDGET; STATE PROVISION THAT REQUIRES FOR THE STATE TO HAVE A BALANCED BUDGET; POLITICAL SCIENCE; REDISTRICTING; CITY GOVERNMENT; UNAFFILIATED VOTERS; STRENGTHENING THE STATE'S INFRASTRUCTURE AND THE COST OF MAINTAINING IT; WATER AND SEWER SYSTEMS AND OTHER PUBLIC FACILITIES; ECONOMIC RECOVERY AND GROWTH; STATE TAX REFORM****GR/GA/POL/EC

4/14/13

"INTERVIEW WITH BECKI GRAY", VICE-PRESIDENT FOR OUTREACH AT THE JOHN LOCKE FOUNDATION

****ISSUES COVERED: JOHN LOCKE FOUNDATION; STATE GOVERNMENT; NC STATE LEGISLATURE; DIFFERING IDEAS FOR STATE TAX REFORM; INCOME, SALES, PROPERTY, AND CORPORATE TAXES; SERVICE TAXES; BUSINESS LICENSING FEES; FLAT TAXES/REGRESSIVE TAXES; EARNED INCOME TAX CREDITS; EDUCATION REFORM OF PUBLIC SCHOOLS; TEACHER TENURE AND MERIT PAY; CONTRACTS FOR TEACHERS; CRITERIA FOR EVALUATING SUCCESS OF PUBLIC SCHOOLS' TESTS; TRADITIONAL PUBLIC SCHOOLS AND ALTERNATIVE OPTIONS; "GREEN" ENERGY; CONSUMERISM AND CONSUMER AWARENESS; INCREASED COSTS FOR ENERGY; ENERGY SUBSIDIES****GA/ED/EC

4/21/13

"INTERVIEW WITH TOM JENSEN", DIRECTOR, PUBLIC POLICY POLLING

****ISSUES COVERED: POLLING AND SURVEYS; POLLING OF SENATOR HAGAN'S PROSPECTS FOR RE-ELECTION; VOTING TRENDS; 2014 ELECTIONS; NC HISTORY; NC'S POLITICAL CLIMATE; POLITICAL CAMPAIGNS AND POLITICAL SPENDING; MEDIA AND COMMUNICATIONS; GUN CONTROL DEBATE AND GUN CONTROL ISSUES; THE ECONOMY; EMPLOYMENT/UNEMPLOYMENT; JOB CREATION; CHANCES FOR REDISTRICTING REFORM;

VOTING DEMOGRAPHICS; IMPORTANCE OF HISPANIC VOTE IN NC; HEALTH CARE AND THE AFFORDABLE HEALTH CARE ACT****POL/UE/GR/MC

4/28/13

"INTERVIEW WITH BRAD CRONE", PRESIDENT, CAMPAIGN CONNECTIONS

****ISSUES COVERED: STATE DEMOCRATIC PARTY LEADERSHIP AND PLATFORM; UPCOMING ELECTIONS IN 2014 AND BEYOND; REDISTRICTING REFORM; 2020 COMMISSION AND A STATE PLAN; VOTER ID; GUN SAFETY AND GUN CONTROL; PRIVATIZING THE NC DEPARTMENT OF COMMERCE; BUSINESS GROWTH AND JOB CREATION; GOVERNOR MCCRORY'S APPROVAL RATING; DOROTHEA DIX PROPERTY; PRIVATIZING MEDICAID; THE STATE'S INFRASTRUCTURE; STATE'S TRANSPORTATION/ROAD NEEDS; NC'S PUBLIC SCHOOL SYSTEM AND CHARTER SCHOOLS****GR/POL/EC/EH/ED

5/5/13

"INTERVIEW WITH TOM ROSS", PRESIDENT OF THE UNIVERSITY OF NORTH CAROLINA SYSTEM

****ISSUES COVERED: PUBLIC UNIVERSITIES AND HIGHER EDUCATION; JOB CREATION; NC SUPERIOR COURT; EDUCATION SPENDING AND THE QUALITY OF EDUCATION PROVIDED; NC ECONOMY AND ECONOMIC RECOVERY; FACULTY RETENTION; COLLEGE TUITION; 16-CAMPUS NC PUBLIC UNIVERSITY SYSTEM; PRIVATE COLLEGES AND UNIVERSITIES; NC PUBLIC SCHOOLS; COLLEGE PREPARATORY CLASSES; NC BOARD OF GOVERNORS; BOARD OF TRUSTEES FOR EACH NC CAMPUS; UNIVERSITY BUDGETS; THE COST OF COLLEGE ATHLETICS; THE STRUCTURE OF THE ATLANTIC COAST CONFERENCE; CONFERENCE REALIGNMENT; IDEAS FOR REFORM IN COLLEGE ATHLETICS; NCAA RULES VIOLATIONS; RECRUITING TOP FACULTY FOR THE NC CAMPUS SYSTEM; DEMANDS/EXPECTATIONS FOR THE UNIVERSITY SYSTEM PRESIDENT****EC/ED

5/12/13

"INTERVIEW WITH NC SPEAKER OF THE HOUSE, THOM TILLIS"

****ISSUES COVERED: NC GENERAL ASSEMBLY; VIDEO CONFERENCING; TERM LIMITS FOR SPEAKER OF THE HOUSE AND PRESIDENT PRO TEM OF THE SENATE; REDISTRICTING; VOTING RIGHTS ACT; POPULATION GROWTH; STATE TAX REFORM; RECRUITING COMPANIES TO MOVE TO NORTH CAROLINA; BUSINESS AND INDUSTRY AND JOB CREATION AND DEVELOPMENT; WORKPLACE SAFETY; PROTECTING THE ENVIRONMENT; REGULATORY REFORM****POL/GA/GR/EH

5/19/13

"INTERVIEW WITH LARRY WOOTEN", PRESIDENT OF THE NC FARM BUREAU

****ISSUES COVERED: NC FARM BUREAU; FARM COMMODITIES; INSURANCE; SUPPORT FOR AGRICULTURE AND FARMING COMMUNITIES IN NORTH CAROLINA; AGRICULTURAL PRODUCTS AND EXPORTS; NC POULTRY AND LIVESTOCK; NURSERY INDUSTRY; TOBACCO AND SWEET

POTATO PRODUCTION; TURKEY PROCESSING PLANTS IN N.C.; RURAL ECONOMIC DEVELOPMENT; AGRICULTURAL RESEARCH GRANTS; TECHNOLOGY AND FOOD PRODUCTION; 4-H'ERS AND FUTURE FARMERS OF AMERICA; LAND GRANT UNIVERSITIES; FARM LABOR; THE IMMIGRANT LABOR FORCE; DOCUMENTED/UNDOCUMENTED WORKERS; LEGAL/ILLEGAL IMMIGRATION****ED/FY/GR/EC/MC

5/26/13

"INTERVIEW WITH ECONOMIST MIKE WALDEN", WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NORTH CAROLINA STATE UNIVERSITY

****ISSUES COVERED: THE ECONOMY; THE RECESSION; ECONOMIC RECOVERY; STATE GOVERNMENT REVENUE; HOUSING MARKET; CONSTRUCTION STARTS; JOB GROWTH; EMPLOYMENT AND UNEMPLOYMENT; DECLINING INTEREST RATES; FUNDING FOR TRANSPORTATION; TOLL ROADS AND THE STATE GAS TAX; STATE TAX REFORM; SALES TAXES; TAX RATES FOR INDIVIDUALS AND BUSINESSES; INCOME TAXES; NC STATE INFRASTRUCTURE; MANUFACTURING; MEGA FARMS; AGRIBUSINESS****EC/GR/UE/GA

6/2/13

"INTERVIEW WITH RAN COBLE", EXECUTIVE DIRECTOR, NC CENTER FOR PUBLIC POLICY RESEARCH

****ISSUES COVERED: STATE GOVERNMENT; REDISTRICTING; NAACP; FEDERAL VOTING RIGHTS ACT; AN INDEPENDENT REDISTRICTING COMMISSION; POPULATION GROWTH AND SHIFTS; ANALYSIS OF CURRENT NC GENERAL ASSEMBLY; AFFORDABLE HEALTH CARE ACT; STATE BUDGET PLANS; MEDICAID AND MEDICARE; POPULARITY OF NC GOVERNOR AND GENERAL ASSEMBLY; NC EUGENICS VICTIMS; NC COURT SYSTEM; VOTER ID BILL****POL/GR/MC/GA

6/9/13

"INTERVIEW WITH GOVERNOR PAT MCCRORY", GOVERNOR OF NORTH CAROLINA

****ISSUES COVERED: STATE GOVERNMENT; NC COUNCIL OF STATE; PUBLIC SERVICE; POLITICAL CAMPAIGNING AND FUNDRAISING; STATE BUDGET; MANUFACTURING; AGRICULTURE; BUSINESS AND INDUSTRY; JOB CREATION; CITY OF CHARLOTTE; PAT MCCRORY'S TIME AS MAYOR OF CHARLOTTE; OPERATION OF THE OFFICE OF GOVERNOR; "STREAMLINING" STATE GOVERNMENT; BALANCING THE STATE'S BUDGET; MEDICAID COST OVERRUNS; THE STATE DEBT; ROLE OF LIEUTENANT GOVERNOR IN MCCRORY'S REGIME; EMPLOYMENT/UNEMPLOYMENT; CHANGING THE STATE PERSONNEL ACT; COMMUNITY SERVICE****UE/EC/GA/EH/MC

6/16/13

"INTERVIEW WITH COMMISSIONER WAYNE GOODWIN", INSURANCE COMMISSIONER OF NORTH CAROLINA

****ISSUES COVERED: INSURANCE; THE COMMISSIONER AS STATE FIRE MARSHALL; NATURAL DISASTERS AND INSURANCE CLAIMS AFTER DAMAGING STORMS; FRAUDULENT CLAIMS AND ELIMINATING/REDUCING FRAUD AFTER DAMAGING STORMS; INSURANCE ADJUSTERS; STATE AND FEDERAL GOVERNMENTS; CAR INSURANCE PREMIUMS; STATE BUDGET AND BUDGET CUTS; HOMEOWNERS INSURANCE****FY/ED/EH

6/23/13

"INTERVIEW WITH JOHN HOOD", PRESIDENT AND CHAIRMAN OF THE JOHN LOCKE FOUNDATION

****ISSUES COVERED: NC GENERAL ASSEMBLY; NC REPUBLICAN AND DEMOCRATIC PARTIES; ANALYSIS OF THE NC HOUSE AND THE NC SENATE; COST OF MEDICAID IN NORTH CAROLINA; NC STATE BUDGET; SCHOOL VOUCHERS; NC REVENUE GROWTH; THE STATE DEFICIT; PRIMARY, SECONDARY, AND HIGHER EDUCATION; NC COMMUNITY COLLEGES; THE COST OF HEALTH CARE; AFFORDABLE CARE ACT; THE AGING POPULATION; ECONOMIC RECOVERY AND JOB CREATION; REORGANIZING ECONOMIC DEVELOPMENT USING THE PUBLIC AND PRIVATE SECTOR; STATE TRANSPORTATION SYSTEM; STATE HIGHWAY SYSTEM****GR/GA/FY/EC

6/30/13

"INTERVIEW WITH BRUCE STANLEY", PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE METHODIST HOME FOR CHILDREN

****ISSUES COVERED: CHILDREN, YOUTH, AND FAMILY ISSUES; HEALTH CARE; PUBLIC WELFARE; ORPHANAGES; GOVERNMENT REGULATION AND REGULATORY RELIEF; JUVENILE JUSTICE; STATE, FEDERAL, AND LOCAL GOVERNMENTS; CRIME PREVENTION; AUDITING OF NON-PROFITS; FAITH-BASED ORGANIZATIONS; SOCIETAL ATTITUDES; DRUG AND ALCOHOL USE AND PREVENTION; SOCIAL MEDIA COMMUNICATION AND ACCOUNTABILITY; BULLYING****MC/GA/EC/EH/FY

RECORDED PUBLIC SERVICE ANNOUNCEMENTS

PSA – Autism Speaks

Length: 30

Total Spots: 30

Run Dates: 6/19-6/30

Issues: ED-Education, FY-Family and Youth, EH-Environment and Health

PSA – Feed The Need

Length: 30

Total Spots: 60

Run Dates: 4/1 – 4/20

Issues: EH-Environment and Health, FY-Family and Youth, UE-Unemployment/Joblessne

PSA – Hopeline

Length: 30

Total Spots: 26

Run Dates: 5/3 – 5/11

Issues: EH-Environment and Health, FY-Family and Youth

PSA – July 4th - “The Works”

Length: 30

Total Spots: 42

Run Dates: 6/23 – 6/30

Issues: EC-Economy, FY-Family and Youth

PSA – Peak City Pig Fest

Length: 30

Total Spots: 87

Run Dates: 6/5 – 6/22

Issues: EC-Economy, FY-Family and Youth

PUBLIC SERVICE REMOTE BROADCASTS

Peak City Pig Fest

Date: 6/22

Time: 1p-3p

Pulse 102 conducted a live broadcast from downtown Apex to help promote the “Peak City Pig Fest”. The Pig Fest is an annual event to help promote business & tourism for downtown Apex.